

Message Text

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PAGE 01 BERN 03723 191650Z

71

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

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R 191456Z AUG 76

FM AMEMBASSY BERN

TO SECSTATE WASHDC 3057

INFO AMCONSUL ZURICH

UNCLAS BERN 3723

FOR COMMERCE - DIBA/BIC/OIM

EO 11652: NA

TAGS: BEXP SZ

SUBJ: PROPOSED FY-78 TRADE PROMOTION EVENT SCHEDULE FOR SWITZERLAND

REF: USDOC 12548

1. EMBASSY CONCURS FULLY WITH PROPOSED EVENTS DESCRIBED
REFTEL.

2. WE RECOMMEND OIM PROGRAM/BUDGET ALSO PROVIDE FOR AN
ISP IN SWITZERLAND. AS OIM/SAD AWARE, WE EXPLORING
POSSIBILITY ARRANGE ISP IN FY-78 WITH EITHER JELMOLI
(DEPARTMENT STORES); A LARGE SHOPPING CENTER; OR OTHER
SWISS RETAIL OUTLET.

3. WE WOULD ALSO WELCOME TRADE MISSIONS ON ONE OR MORE
ON FOLLOWING THEMES: ELECTRONIC EQUIPMENT; AIR CONDITIONING,
HEATING, AND REFRIGERATION; SOLAR HEATING EQUIPMENT AND
TECHNOLOGY; AND/OR METALWORKING AND FINISHING.
ONLY PROVISIO HERE WOULD BE THAT THEY SHOULD BE SCHEDULED
TO MINIMIZE CONFLICT WITH OTHER EVENTS ON CCP SCHEDULE.

4. IN ORDER AVOID CONFLICTS WITH HOLIDAYS OR OTHER
LOCAL EVENTS AND FACILITATE MOST EFFECTIVE PREPARATION,
WE WOULD BE GRATEFUL FOR MAXIMUM ADVANCE NOTICE OF EXACT
DATES PROPOSED FOR EACH EVENT. (NOTE: WE ASSUME
BUSINESS EQUIPMENT TRADE MISSION PROPOSEDDATE IS FEB 78;
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PARA 3 REFTEL SAYS "2/76").DAVIS

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NNN

Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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